



BRAND GUIDELINES

OCTOBER 2010

Welcome to the 511 Brand Guidelines

511, the Bay Area's one-stop source for traveler information, is operated through a partnership between the Metropolitan Transportation Commission, Caltrans, the California Highway Patrol, and dozens of transit operators. The 511 Brand Guidelines have been created to define a set of rules that will ensure consistency in our communications. From the visual to the conversational to the legal, the following document will help you maintain consistency in 511's brand. This consistency will ensure that the Bay Area public understands the breadth of 511's services, and that 511's brand will portray a cohesive and relevant voice to the Bay Area.

If you have any questions or issues that you feel are not specifically addressed in the 511 Brand Guidelines, please contact the 511 Brand Guidelines Manager at MTC: Shauna Callow; 510-817-5704; scallow@mtc.ca.gov



Call 511 511.org MY511.org m.511.org



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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LOGO USAGE

The 511 logo is the single identifying logo for all aspects and elements of 511. It should be used in all 511 communications. Although a communication piece may be specifically created to support a specific mode, the 511 logo will always be the only logo used. It is not to be augmented or altered to support a particular mode or feature.

You can download these files along with 511 web banners at: 511.org/511brandtoolbox.

In instances in which more than one version of the logo can be used, it is up to the discretion of the designer to determine which logo looks best. The designer can seek input from the 511 Brand Guidelines Manager at MTC.



Color Logo

The color logo should be used whenever possible. It works best against a light-colored background.



Color Reversed Logo

The color reversed logo should be used against backgrounds that are light enough for the green to stand out, but too dark for the black numbers.



Grayscale Logo

The grayscale logo should be used against lighter backgrounds when printing specifications or design considerations mandate, e.g., printing or designing in black and white.



Reversed Logo

The reversed logo should be used against a dark background.



Black Logo

The black logo should be used against light backgrounds when printing specifications or design considerations mandate, e.g., printing or designing in black and white.



Black and White Logo

The black and white logo should be used against darker backgrounds when printing specifications or design considerations mandate, e.g., if you are printing or designing in black and white.



LOGO COLORS

The primary color for the 511 logo is '511 Green.'
The alternate color to be used only online is '511 Online Green.'

***Note:** RGB colors do not reproduce accurately in print.



For Print only:



511 Green

PMS 363C / 362U

CMYK: 76 / 0 / 100 / 23.5



511 Online Green

RGB: 82 / 117 / 53*



Logos

LOGO SIZE | LOGO PROPORTIONS | CLEAR SPACE

LOGO SIZE

To ensure legibility, the 511 logo should be printed no smaller than .475" wide or appear on the web no smaller than 75 pixels wide.

LOGO PROPORTIONS

The 511 logo should never be stretched or manipulated and should always maintain its native proportions.

CLEAR SPACE

A clear space void of any typography or distracting imagery and must always surround the logo. As shown to the right, the clear space is the width of the '5' in '511.'

When a tagline is used, the clear space starts at the edges of the logo/tagline lockup.

Smallest size for print:



Smallest size for web:



Clear space requirements:



Note: The exception to these clear space requirements is brand-approved logo lockups where the clear space starts at the edges of the lockup.



MY 511®

The “MY 511” logo is used online and in print, representing the personalized part of 511.org. Usage is represented at right:

***Note:** RGB colors do not reproduce accurately in print.



For Print only:



511 Green
PMS 363C / 362U
CMYK: 76 / 0 / 100 / 23.5



For Online only:



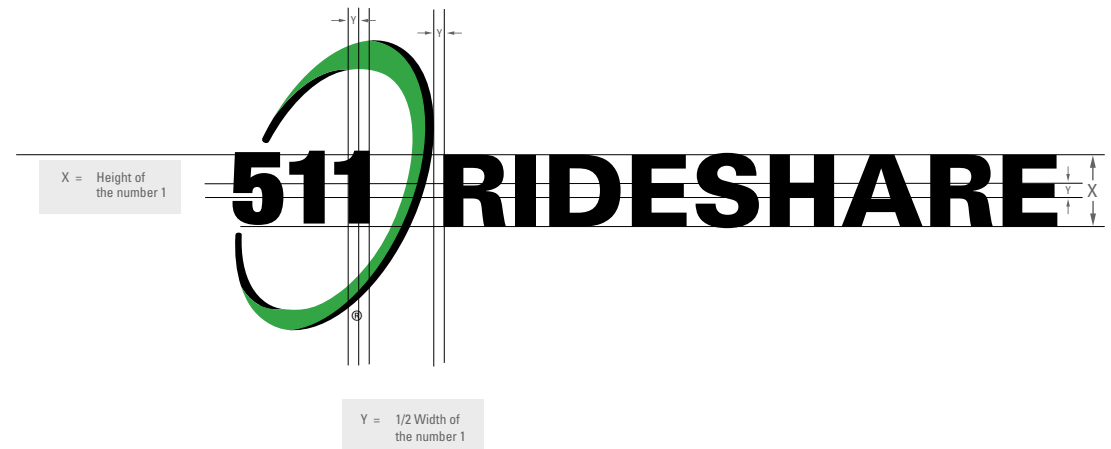
511 Online Green
RGB: 82 / 117 / 53*



DESCRIPTOR LOGOS

The 511 logo is the sole identifying mark for 511. However, descriptor logos can be created for modal partners.

These partners should follow the design format defined to the right, so that 511 always comes first and is the primary focus. All descriptor logos must be approved by the Brand Guidelines Manager.



Font for descriptor is
UNIVERS EXTRA BLACK



COLOR USAGE

These colors can be used for both print and online. *For additional online-only colors, see 'Online Colors' on the next page.*

511's brand color is green. This color should be the primary color used in designs whenever possible.

Note: when printing with CMYK color values, use the PMS equivalent for matching to ensure that colors remain consistent throughout printed materials.

*RGB colors do not reproduce accurately when used in print applications.



511 Primary Green

PMS 363C / 362U
CMYK: 76 / 0 / 100 / 23.5



511 Online Green

RGB: 82 / 117 / 53*

Highlight and Text Colors



Secondary Yellow

PMS 116C / 114U
CMYK: 0 / 12 / 100 / 0
RGB: 254 / 203 / 0*



Secondary Dark Blue

PMS 655C / 655U
CMYK: 100 / 80 / 12 / 63
RGB: 0 / 32 / 78*



Text Grey

CMYK: 0 / 0 / 0 / 85
RGB: 77 / 77 / 79*



Text Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0*



ONLINE COLORS

In addition to the main color palette on the previous page, these colors can be used **exclusively** for online applications

***Note:** RGB colors do not reproduce accurately in print.



511 Online Green
RGB: 82 / 117 / 53*

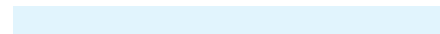
Highlight and Background Colors



Bright Green
RGB: 133 / 187 / 40*



Light Gray
RGB: 211 / 211 / 211*



Background Blue
RGB: 220 / 241 / 252*
Can also be used in conjunction with white to create a gradient.



Background Green
RGB: 221 / 224 / 209*
Can also be used in conjunction with white to create a gradient.

Button and Link Colors



Link Blue
RGB: 33 / 76 / 120*



RGB: 8 / 101 / 186*



FONT USAGE

The font family used for 511 communications is Univers, which should be the primary font family used for all 511 designs.

The Univers font family is easy to read, approachable and also professional. It includes a broad range of font weights for use in headlines, subheads and body copy.

The entire Univers font family is acceptable for use for 511 designs. However, in most cases, the specific Univers fonts listed here should be used.

FONT SIZE

For large sections of body copy, Univers Roman should be used. The preferred font size for print body copy is between 9pt and 11pt.

Legal copy should appear no smaller than 7pt. Headline and subhead sizing can vary by piece (for brochure guidelines see the 'Brochure' section).

Univers Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Light Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Bold Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Bold Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ONLINE FONTS

For online applications, Univers, Arial and Helvetica are all acceptable for use. Univers should have first priority, followed by Arial.

For additional information about font usage in various areas of 511.org, please review the 511.org toolkit at 511.org/toolkit.

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Helvetica Bold Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brochure Guidelines

GUIDELINES AND SPECS

OVERALL GUIDELINES AND SPECS

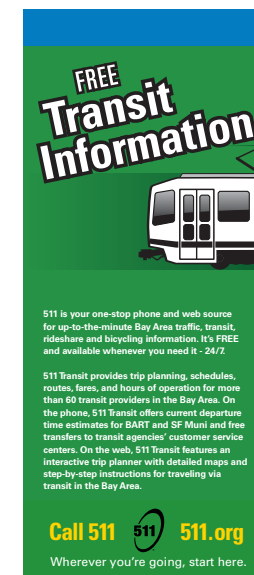
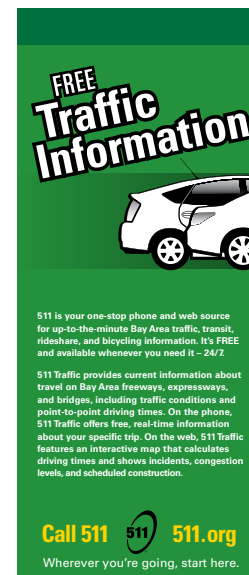
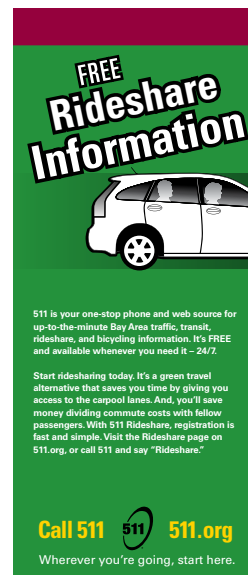
All 511 brochures, including the 511 General Brochure and the modal brochures should follow the guidelines below:

- Use appropriate modal color for main bar, height post-trim: .5"
- Colors for the main bar on each brochure are listed on page 14, the bar for the general brochure is always yellow: C=0 M=12 Y=100 K=0
- On all brochures, the background of the outside of the brochure is always green: C=76 M=0 Y=100 K=23.5, and the inside background is always white, or the color of the paper.
- Title bars are delineated by an identifying icon and a gradient bar. Gradients go from left to right when placed on a green background, and right to left when on a white background. Specifications are as follows:

Lighter Green: C=76 M=0 Y=100 K=23.5
Darker Green: C=76 M=0 Y=100 K=60

Brochures must include the following:

- 511 Logo on the cover and the back panel
- MTC Logo on the back panel
- Phone number on the cover: "Call 511"
- Website on the cover: "511.org"
- The 511 tagline on cover and back panel: "Wherever you're going, start here." (see pages 27-29 for tagline specifications)
- Date on back of brochure



Brochure Guidelines

BROCHURE COLORS

BROCHURE COLORS

Modal brochures are differentiated by a color bar at the top to help readers easily identify the different brochures. Colors are to be used for brochures only.

Colors for the main bar on each brochure are as follows:

Rideshare:

C=0 M=100 Y=61 K=43

Traffic:

C=100 M=0 Y=83 K=47

Transit:

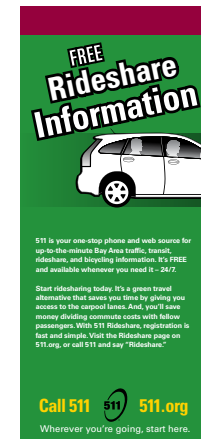
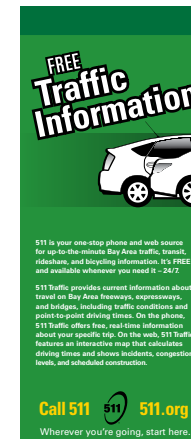
C=91 M=43 Y=0 K=0

Bicycling:

C=0 M=65 Y=100 K=8.5

General Brochure:

C=0 M=65 Y=100 K=8.5



Modal Colors



Secondary Bright Blue: Transit

PMS 285C / 300U
CMYK: 91 / 43 / 0 / 0



Secondary Red: Rideshare

PMS 202C / 1807U
CMYK: 0 / 100 / 61 / 43



Secondary Dark Green: Traffic

PMS 349C / 348U
CMYK: 100 / 0 / 83 / 47



Secondary Orange: Bicycling

PMS 159C / 159U
CMYK: 0 / 65 / 100 / 8.5

General Brochure



Secondary Yellow

PMS 116C / 114U
CMYK: 0 / 12 / 100 / 0
RGB: 254 / 203 / 0*



TYPOGRAPHY - GENERAL BROCHURE

Headlines:

Univers Bold Condensed, varying sizes,
white type with 100% K stroke as follows:

Large type:

50 pt. type
white / 100% black stroke

Medium type:

33 pt. type
white / 100% black stroke

Small type:

30 pt. type
white / 100% black stroke

Subheads:

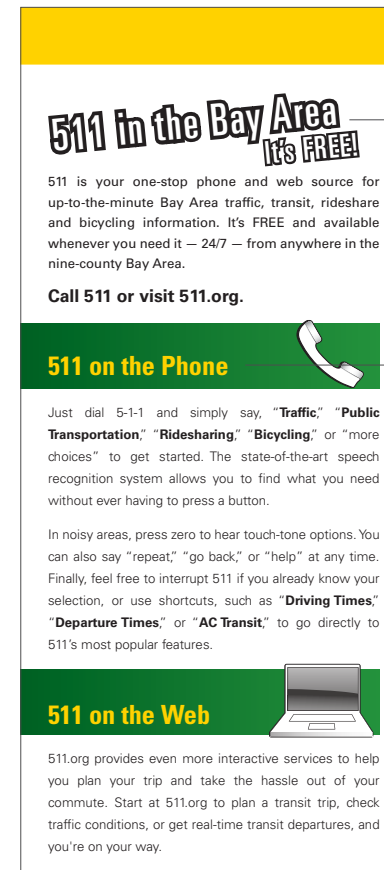
Univers Bold Condensed
18 pt. type
C=0 M=16 Y=100 K=0, placed on a green
gradient bar (see page 13).

Body Copy:

Force justified, Univers Roman,
9 pt. type / 15 pt. leading
K=100%, Univers Bold

Bold Call-outs (within body copy):

Univers Bold, 9 pt. type / 15 pt. leading
100% black



Headline

Subhead

Body

Bold Call-out



TYPOGRAPHY - MODAL BROCHURES

Front Typgography:

Headlines:

Small type:

35 pt. type

Univers Bold Condensed

White type, no stroke, placed on top of same type, 100% black with a 5 pt., 100% black stroke

Large type:

45 pt. type

Univers Bold Condensed

White type, no stroke, placed on top of same type, 100% black with a 7.5 pt., 100% black stroke

White Body Copy

10 pt. type / 13 pt. leading

Univers Bold

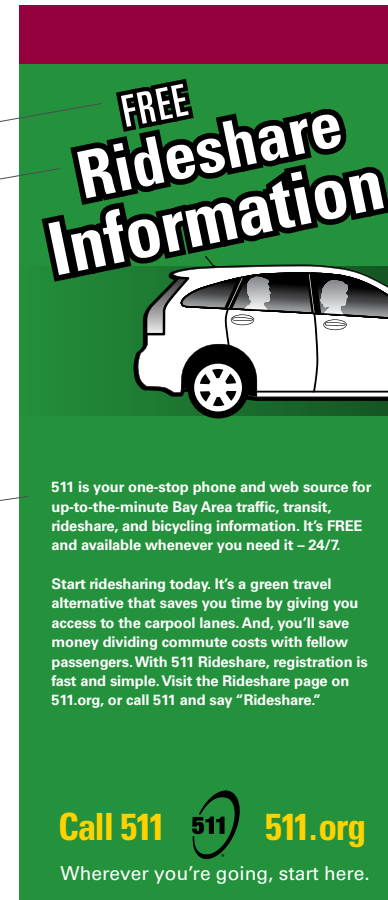
White type

Brochure Front (Example):

Small Type Headline

Large Type Headline

White Body Copy



TYPOGRAPHY - MODAL BROCHURES

Back Typgography:

Headline:

Univers Bold Condensed
18 pt. type
Yellow reversed out of green gradient color bar:
C=0 M=16 Y=100 K=0

Subhead 1:

Univers Bold Condensed
14 pt. type / 17 pt. leading
C=76 M=0 Y=100 K=23.5

Subhead 2:

Univers Bold Condensed
8.5 pt. type / 10 pt. leading
C=76 M=0 Y=100 K=23.5

Body Copy:

Univers Light
8.5 pt. type / 10 pt. leading
100% Black

Bold Call-outs (within body copy):

Univers Bold
8.5 pt. type / 10 pt. leading
100% black

Brochure Back (Example):

The image shows a vertical brochure back layout with several typographic elements and callouts. The layout is as follows:

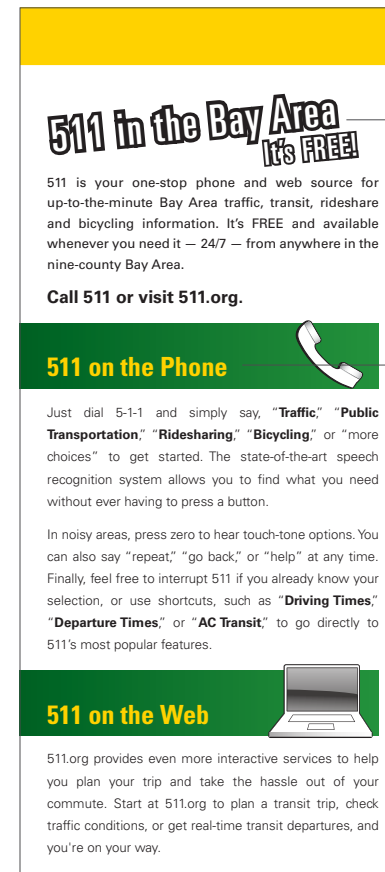
- Headline:** "Rideshare" in yellow text on a green gradient bar, with a small image of a white van.
- Subhead 1:** "Visit the Rideshare page on 511.org or call 511 and say 'Rideshare.'" in green text.
- Subhead 2:** "Save Money. Buy Time" in green text.
- Body:** A paragraph of text in black, followed by three sections: "Clean Air", "Business Edge", and "Easy Registration", each with a short paragraph of text.
- Bold Call-out:** A bolded sentence within the "Easy Registration" section: "511 features FREE on-demand ridesharing. Create an online profile and find commuters with similar travel routes and schedules." This is highlighted by a callout line.
- Image:** A small photo of a woman smiling, holding a blue folder.
- Logo:** The Metropolitan Transportation Commission logo, featuring a stylized 'M' and 'T'.
- Date:** "June 2009" in green text.
- Footnote:** "Printed on recycled paper with soy inks." in green text.

BROCHURE INTRODUCTION

Introductory Paragraph:

All 511 brochures, including the 511 General Brochure and the modal brochures, should include the introductory paragraph below:

511 is your one-stop phone and web source for up-to-the-minute Bay Area traffic, transit, rideshare and bicycling information. It's FREE and available whenever you need it — 24/7 — from anywhere in the nine-county Bay Area.



Headline

Subhead

Body

Bold Call-out



HOME PAGE PROMO BOXES

The promo boxes on the 511 home page are available to promote MTC, 511, and other various regional transportation features and announcements. The allocation and approval of 511.org promo boxes is at the discretion of the 511 Brand Guidelines Manager.

The announcement box on the 511 home page is 220 pixels wide, and the length varies slightly depending on content. Refer to the diagram at the right for further specifications.

Typography:

Promo Box Header:

Arial Bold, 100% Black, 14.5 pt.

Headline Links:

12 pt. / automatic leading
Arial Bold, underlined and in blue.
(RGB: 33 / 76 / 120)

Body:

12 pt. / automatic leading
Arial Regular, 100% black

Character Count:

Average number of characters, including spaces, for headlines = 23

Average number of characters, including spaces, for body copy in two-line promo boxes = 50

Average number of characters, including spaces, for body copy in three-line promo boxes = 65

Icons:

Maximum pixel size of icons is 50 pixels wide by 45 pixels high. Icons must be legible at this size.



MODAL PROMO BOXES

Promo boxes are also available on the 511 modal pages in various sizes. These boxes should follow similar design guidelines as the 511.org home page promo boxes.

Promo Box Specifications:

Bicycling: 190x126 pixels

MY 511: 195x100 pixels

Rideshare: 211x165 pixels

Traffic: 215x100 pixels

Transit: 146x79 pixels, 178x79 pixels or 157x79 pixels (varies)

Each box has a 1 pixel rule, 50% black.

Each modal page promo box must include a green or blue diagonally striped gradient background, fading into white. The use of either blue or green as the background color is at the discretion of the MTC modal page manager.

Visual icons should be included in each promo box, taking up no more than 1/2, and no less than 1/3 of the box's space. Whenever possible, the icon should be placed to the left of the copy within the promo box.

NOTE: Not to size

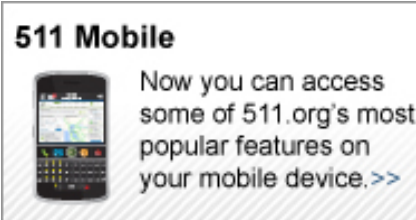
Bicycling: 190 x 126 pixels




Win an iPod Touch

 **Take the 511 survey** and you could win an iPod Touch or a \$25 iTunes gift card. >>


MY 511: 195 x 100 pixels




511 Mobile

 Now you can access some of 511.org's most popular features on your mobile device. >>

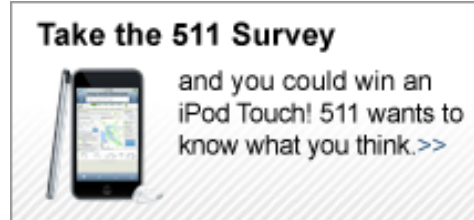
Rideshare: 211 x 165 pixels




Take the 511 Survey

 and you could win an iPod Touch! 511 wants to know what you think. >>


Traffic: 190x126 pixels




Take the 511 Survey

 and you could win an iPod Touch! 511 wants to know what you think. >>

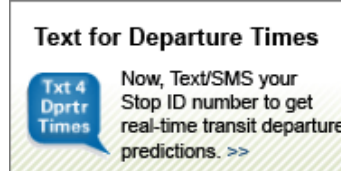
Transit: 146 x 79 pixels




Bay Bridge Closed Labor Day Weekend

 Beginning 8pm, Thurs. 9/3 >>


Transit: 157 x 79 pixels




Text for Departure Times

 Now, Text/SMS your Stop ID number to get real-time transit departure predictions. >>

Transit: 178 x 79 pixels



Real-Time Departures

 Call 511, say "Departure Times" for Muni and BART departures. Want your Stop ID before you call? >>

MODAL PROMO BOXES (CONTINUED)

Observance of the 511.org color palette is preferred. Additional colors selected should be complimentary to the 511.org palette and should be chosen to enhance readability.

In the event the promo box is being used to provide a critical/emergency announcement, deviation from the palette can be considered on a case-by-case basis.

Typography:

Headlines:

From 12-18 pt. type / automatic leading
Arial Bold (priority), 100% Black

Body:

From 10-14 pt. type / automatic leading
Arial Regular (priority), 100% black

NOTE: Not to size

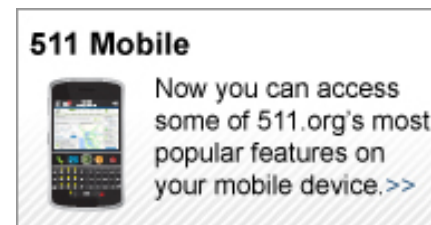
Bicycling: 190 x 126 pixels




Win an iPod Touch

 **Take the 511 survey** and you could win an iPod Touch or a \$25 iTunes gift card. >>

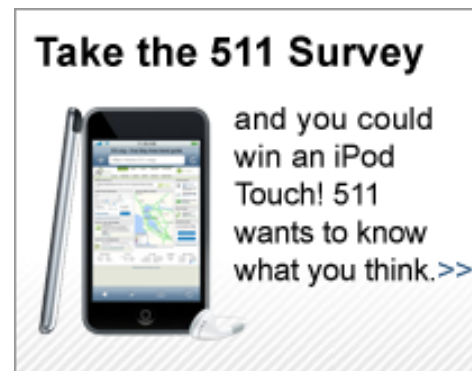
MY 511: 195 x 100 pixels




511 Mobile

 Now you can access some of 511.org's most popular features on your mobile device. >>

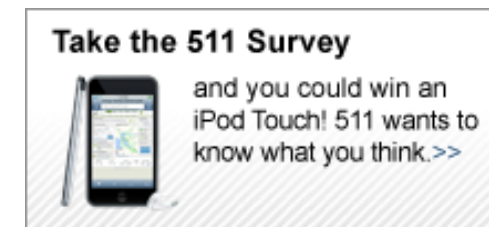
Rideshare: 211 x 165 pixels




Take the 511 Survey

 and you could win an iPod Touch! 511 wants to know what you think. >>


Traffic: 190x126 pixels




Take the 511 Survey

 and you could win an iPod Touch! 511 wants to know what you think. >>

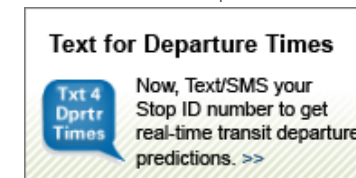
Transit: 146 x 79 pixels




 **Bay Bridge Closed Labor Day Weekend**

Beginning 8pm, Thurs. 9/3 >>


Transit: 157 x 79 pixels



Text for Departure Times

 Now, Text/SMS your Stop ID number to get real-time transit departure predictions. >>

Transit: 178 x 79 pixels



Real-Time Departures

 Call 511, say "Departure Times" for Muni and BART departures. Want your Stop ID before you call? >>

Icon Usage

511 DISSEMINATION CHANNEL ICONS

511 DISSEMINATION CHANNEL ICONS

511 Dissemination Channel Icons are available for: 511 Phone, 511.org, 511 Mobile, MY 511, and 511 Texting.

- These icons are graphical representations of services that 511 offers. They should be used to quickly and easily identify 511's offerings, and build familiarity and recognition among 511 users. These guidelines should be followed to maintain consistency in usage of these icons.
- Use of these icons is not mandatory, but must be considered on a case-by-case basis. Specifically, icons should not be used in places where space does not allow for a graphic, such as within the body copy of the 511 brochures, nor should icon use be prioritized over the 511 logo.

511 Phone:



511.org:



511 Mobile:



MY 511:



511 Texting:



511 Phone Color:



511.org Color:



511 Mobile Color:



MY 511 Color:



511 Texting Color:



BLACK & WHITE ICON DESIGN GUIDELINES

Background and Gradient

Icon backgrounds are filled with a 70% gray. A gradient provides depth, starting from the bottom of the object and moving upwards. The gradient fades from 100% black to 70% black as it ascends the icon. All icons are encompassed by a 1pt 100% black stroke.

Reflection

Icons employ a light gray reflection to add dimension. The reflection is created by filling a circle with white, reducing the opacity to 20%, and placing the circle above the object.

Typography

Icons that utilize text, should display type in either black or white, and follow the typographic guidelines established earlier in this guide.

For reference, typographic guidelines can be viewed on pages 11-12.

Drop Shadow

Icons may also utilize drop shadows and can appear in color. Drop shadows are made by reducing the opacity of 100% black to 50% black. Drop shadows can appear on the left side, or right side, as well as directly below the icon.

511 Phone:



MY 511:



511.org:



511 Texting:



511 Mobile:



511 Phone
With Drop Shadow:



MY 511
With Drop Shadow:



511.org
With Drop Shadow:



511 Texting
With Drop Shadow:



511 Mobile
With Drop Shadow:



COLOR ICON DESIGN GUIDELINES

Background

Color icons employ a solid green background. All icons are encompassed by a 1pt 100% black stroke.

Reflection

Icons employ a light gray reflection to add dimension. The reflection is created by filling a circle with white, reducing the opacity to 20%, and placing the circle above the object.

Typography

Icons that utilize text, should display type in either black or white, and follow the typographic guidelines established earlier in this guide.

For reference, typographic guidelines can be viewed on pages 11-12.

Drop Shadow

Icons may also utilize drop shadows and can appear in color. Drop shadows are made by reducing the opacity of 100% black to 50% black. Drop shadows can appear on the left side, or right side, as well as directly below the icon.

Colors

Color icons employ a solid green background.
R=82 G=117 B=53

511 Phone Color:



511.org Color:



511 Mobile Color:



MY 511 Color:



511 Texting Color:



511 Online Green

RGB: 82 / 117 / 53*

511 Phone Color
With Drop Shadow:



511.org Color
With Drop Shadow:



511 Mobile Color
With Drop Shadow:



MY 511 Color
With Drop Shadow:



511 Texting Color
With Drop Shadow:



Icon Usage

FEATURES ICONS | COLORS | MODAL ICONS

FEATURES ICONS

It is not necessary to brand individual features with icons for marketing purposes, but occasionally icons will be needed to represent certain features in unique ways/media. Icons should be developed as supporting elements, representing the feature, as feature icons are typically used off of 511.org.

*New feature icons should always be approved by the 511 Brand Guidelines Manager.

COLORS

On the 511 website, icons are presented in black and white or green. Off the website, icons should in most cases, utilize color. Whenever possible, icons should draw from the approved colors listed earlier in this guide.

For reference, approved colors can be viewed on pages 9-10.

MODAL ICONS

511 modes should not be branded individually for marketing purposes. When graphics such as those used in the 511 banners or brochures are needed, it is appropriate to develop them accordingly, but branding of modes with permanent icons should not be the standard.

For reference, Promo Box Icons can be viewed on page 20.

Transit Trip Planner Color:



Transit Trip Planner Black and White:



511 Departure Times Color:



511 Departure Times Black and White:



Real-Time Transit Texting Color:



Real-Time Transit Texting Black and White:



SERVICE MARK USAGE

MTC is the registered owner of several 511 service marks. They are:

511 Driving TimesSM

511 Popular DestinationsSM

MY 511SM

Predict-a-TripSM

511 BikeMapperSM



The federal symbol for service mark registration (®) should appear with every use of a 511 logo. In addition, the appropriate service mark symbol (® or SM) should be used at least once in every written document in which one of the listed marks appears, preferably the first time it is used. On the web, the ® or SM should appear next to the mark at least once on each web page in the written text, as well as with the logo. In those rare cases when space is critical, use of service mark with the logo is sufficient.

The ® mark should be placed as shown at right.

The SM or ® should always be superscripted and at least one font size smaller than the text font, as shown in the "MY 511" example.



When used with the "511" logo, the ® is always the same size as the width of the top of the "1."

The placement of the ® is justified to the top bottom of the curve, and the far left point of the top of the "1," as demonstrated at left.

MY 511SM

The SM symbol is always superscripted and one point size smaller than the text font. The baseline is shifted so that the top of the mark is flush with the top text.



TAGLINE USAGE

The official 511 Tagline is:

"Wherever you're going, start here."

Depending on the design of the piece, the tagline's position in relation to the logo may vary. These examples can be used as general guidelines for positioning and proportion.

The tagline doesn't need to be used every time the logo is used, but as much as the communication and design warrants.

Specifications:

When the tagline appears as a single line, the height of the text is the same as "x."

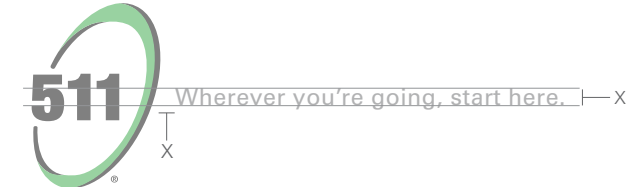
When the tagline appears stacked, the height of the text is the same as "y."

When the tagline appears below the logo, the height is the same as "x," and the position of the tagline is determined by doubling the height of "x."

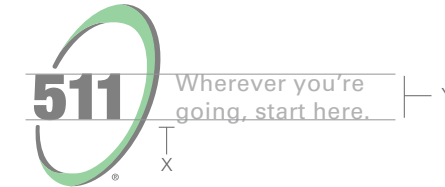
Definition of 'x' and 'y':



Single-line example:



Double-line example:



Stacked logo example:



TAGLINE FONT

The tagline should be written in Univers Roman, one of the 511 brand fonts.

The tagline should have a kerning of 20 pts.

TAGLINE COLORS

The tagline can appear in either grayscale at 75% black, or in '511 Green.' In instances where it is on a dark background, it can also be reversed out white.

***Note:** RGB colors do not reproduce accurately in print.



Wherever you're going, start here.

Univers Roman

75% Black

PMS 363C / 362U
CMYK: 76 / 0 / 100 / 23.5
RGB: 62 / 132 / 28*

1-color example:

Wherever you're going, start here.

Reversed-out example:

Wherever you're going, start here.



TAGLINE | CALL TO ACTION LOCKUPS

The tagline can also be used with the call to action (CTA) 'Call 511 | 511.org' — with or without the logo.

The specifications at right provide some guidelines for creating the call to action (CTA) lock up.

Typography for Call to Action:

Typography can be in varying sizes, relevant to the size of the CTA, or to the size of the logo.

Univers Bold
511 Green:
C=76 M=0 Y=100 K=24

The CTA should have a kerning of 5pts.

There are two spaces between the vertical bar and "511" and "511.org."

The vertical bar is:

Univers Roman
75% Black

The baseline is shifted so that the bar is vertically centered between the Cap Height of the CTA.

CTA example:



CTA with logo example:



Tagline

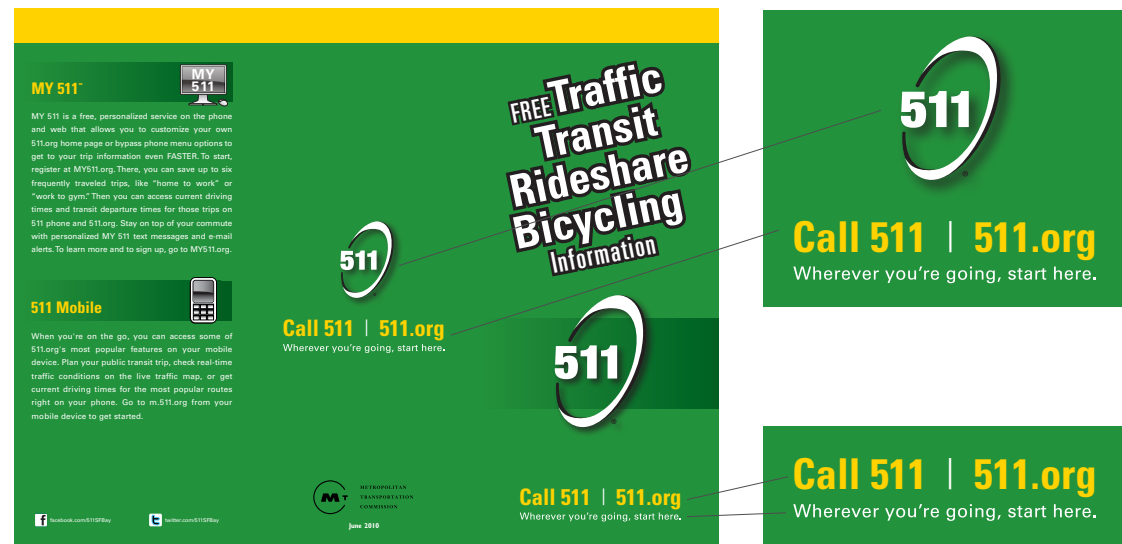
TAGLINE EXAMPLES | CALL TO ACTION

TAGLINE EXAMPLES | CALL TO ACTION

To the right are some examples of how the tagline can be used as an add-on to an existing 511 logo lockup in print in conjunction with the call to action.

The tagline can also be used with the call to action 'Call 511 | 511.org' either with or without the logo.

Print example:



MODAL LANGUAGE

511 Modes

511 has four modes: Traffic, Transit, Rideshare and Bicycling. These are all elements of 511 and should always be referred to as "511 Traffic," "511 Transit," "511 Rideshare," and "511 Bicycling."

Modes, phone menu names, and web page names should always be capitalized, e.g., "call 511 and say 'Rideshare.'"

511 Transit is unique because it has different terminology on the phone ("Public Transportation") and web ("Transit"). In all instances that are not the phone service itself, it will always be called "511 Transit."

On the Phone

511 provides information via a speech recognition system. After calling 511, the caller is connected to the Main Menu. Callers should always be instructed to call 511 and then say the appropriate menu choice or mode. For example: "Call 511 and say 'Bicycling.'"

To clarify our communications, when leading people to modal sections of the 511 phone service, we will use the terminology that the automated phone service uses (which may differ slightly from web terminology and the standard four modes): "call 511 and say 'Public Transportation.'"

On the Web

The 511.org home page features links to the four modal pages within the 511 header. The modal pages of the website should be referred to as "pages," not as their own sites or services.



CALL TO ACTION

All web, spoken, or written communication involving 511 or a 511 mode should include the call to action:

“Call 511 or visit 511.org.”

When necessary, if messaging is intended to drive users to 511 Mobile or MY 511, the call to action should include:

“Call 511 or go to m.511.org”

Or

“Call 511 or go to MY511.org”

511.ORG URL USAGE

Whenever possible, all messaging should drive usage through 511.org. For instance, messaging directing users to a modal page such as Rideshare, should preferably include “Go to 511.org and click Rideshare.”

However, some specific promotions may require the use of a more direct URL, in which case, a short and simple direct URL can be used in messaging, such as “Go to 511.org/go-green.”

STANDARDIZED DESCRIPTIONS

To the right are three descriptions of varying lengths and detail. These exact descriptions should be used to describe 511. The longest possible description should always be used, pending on the availability of space.

Long Description:

“511 is a free phone and web service that provides transportation information for the nine-county Bay Area. 511 gives up-to-the-minute information on driving times, traffic conditions, real-time transit departures and trip planning, instant carpool and vanpool referrals, bicycling information, and more. Call 511 or visit 511.org.”

Medium Description:

“511 is a free phone and web service that provides Bay Area transportation information. Call 511 or visit 511.org to get information about Traffic, Transit, Rideshare or Bicycling.”

Short Description:

“511 is a free phone and web service that provides Bay Area transportation information. Call 511 or visit 511.org.”



REFERRING TO 511

In all spoken mediums, 511 should always be referred to as “five one one” and “five one one dot org,” never “five-eleven.” In spoken or written contexts, never use the “www.” before “511.org.” It is unnecessary and adds clutter.

When referring to 511 in first person, use the plural collective “we” instead of “it.”

For example: “At 511, we are always looking for ways to enhance our service. . .”

The words “web” and “website” should not be capitalized. If you use the phrase “website,” it should always be one word.

511 and 511.org should be referred to as a “phone service” and a “web service” respectively. The word “service” communicates the interactive assistance on both the phone and web.

Whenever possible, emphasize that 511 is a Bay Area service and free. Not just toll-free, but a free phone and web service.



THANK YOU

For questions or more information, please contact
the 511 Brand Guidelines Manager at MTC:

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